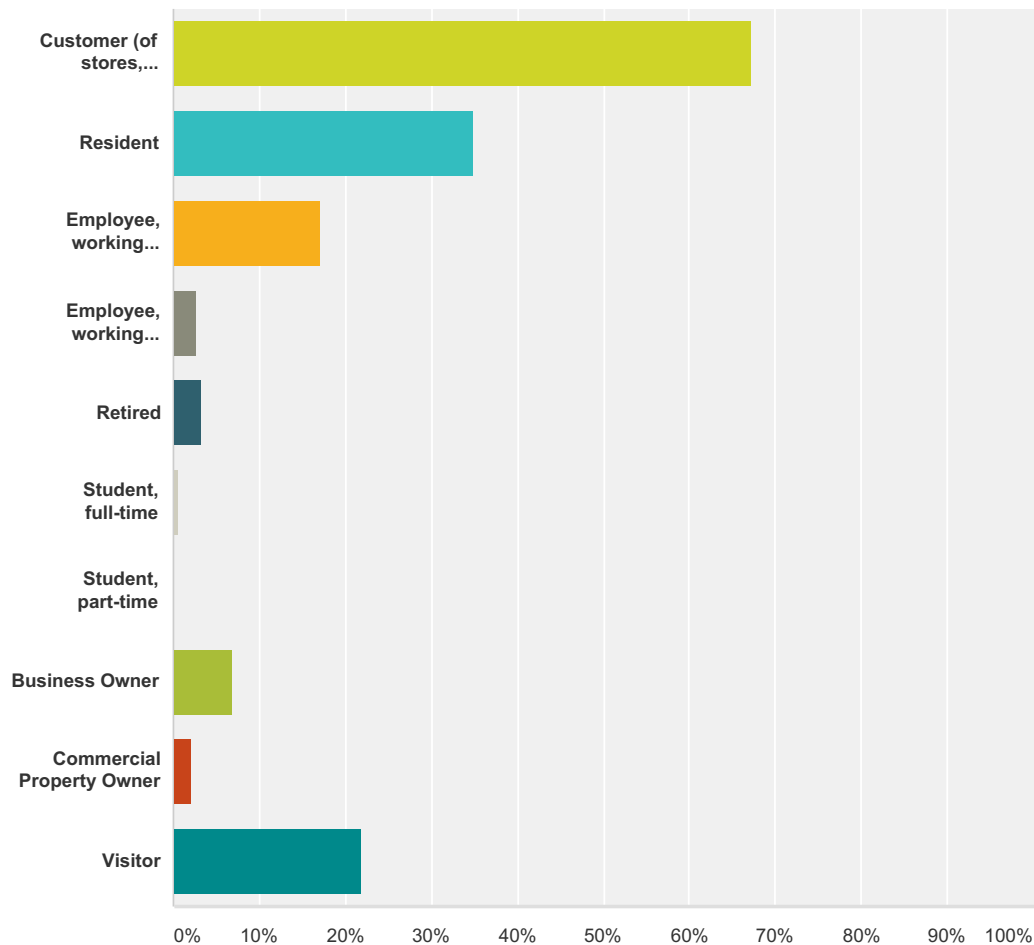## Q1 Which of the following categories best describes your position in the defined River Market Study Area? (Please select all that apply)

**Answered: 293   Skipped: 0**

Answer Choices	Responses	
Customer (of stores, restaurants, service businesses)	**67.24%**	197
Resident	**34.81%**	102
Employee, working full-time (35+ hours/week)	**17.06%**	50
Employee, working part-time	**2.73%**	8
Retired	**3.41%**	10
Student, full-time	**0.68%**	2
Student, part-time	**0.00%**	0
Business Owner	**6.83%**	20
Commercial Property Owner	**2.05%**	6

Visitor	**21.84%**	64
Total Respondents: 293		

Q2 Where do you live in relation to the defined River Market Study Area?

Answered: 293 Skipped: 0
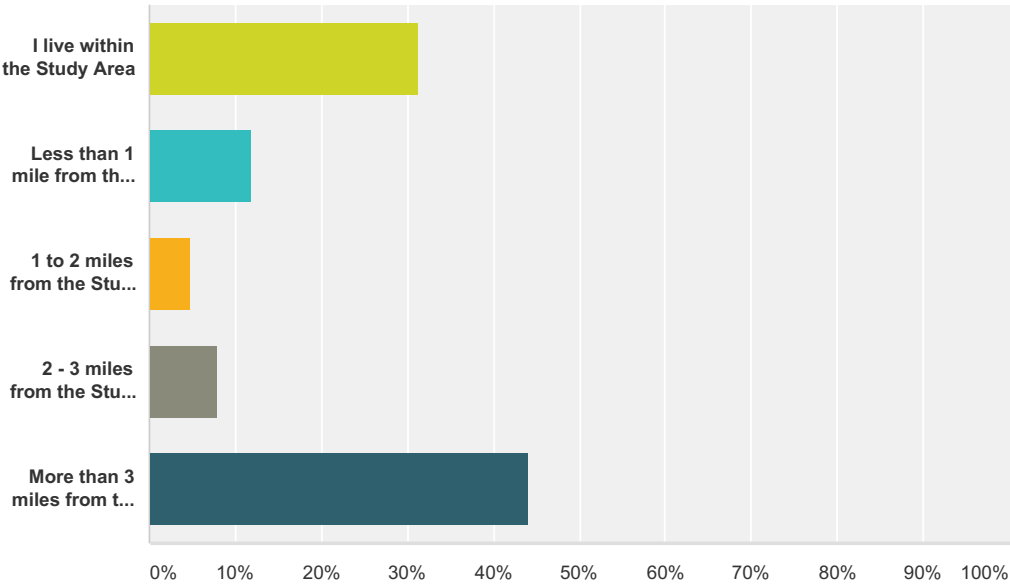
Answer Choices	Responses	
I live within the Study Area	**31.40%**	92
Less than 1 mile from the Study Area	**11.95%**	35
1 to 2 miles from the Study Area	**4.78%**	14
2 - 3 miles from the Study Area	**7.85%**	23
More than 3 miles from the Study Area	**44.03%**	129
Total		**293**

**Q3 In what ZIP code is your home located?
(enter 5-digit ZIP code; for example, 00544
or 64105)**

Answered: 293   Skipped: 0

Q4 In what industry do you work?

Answered: 232   Skipped: 61
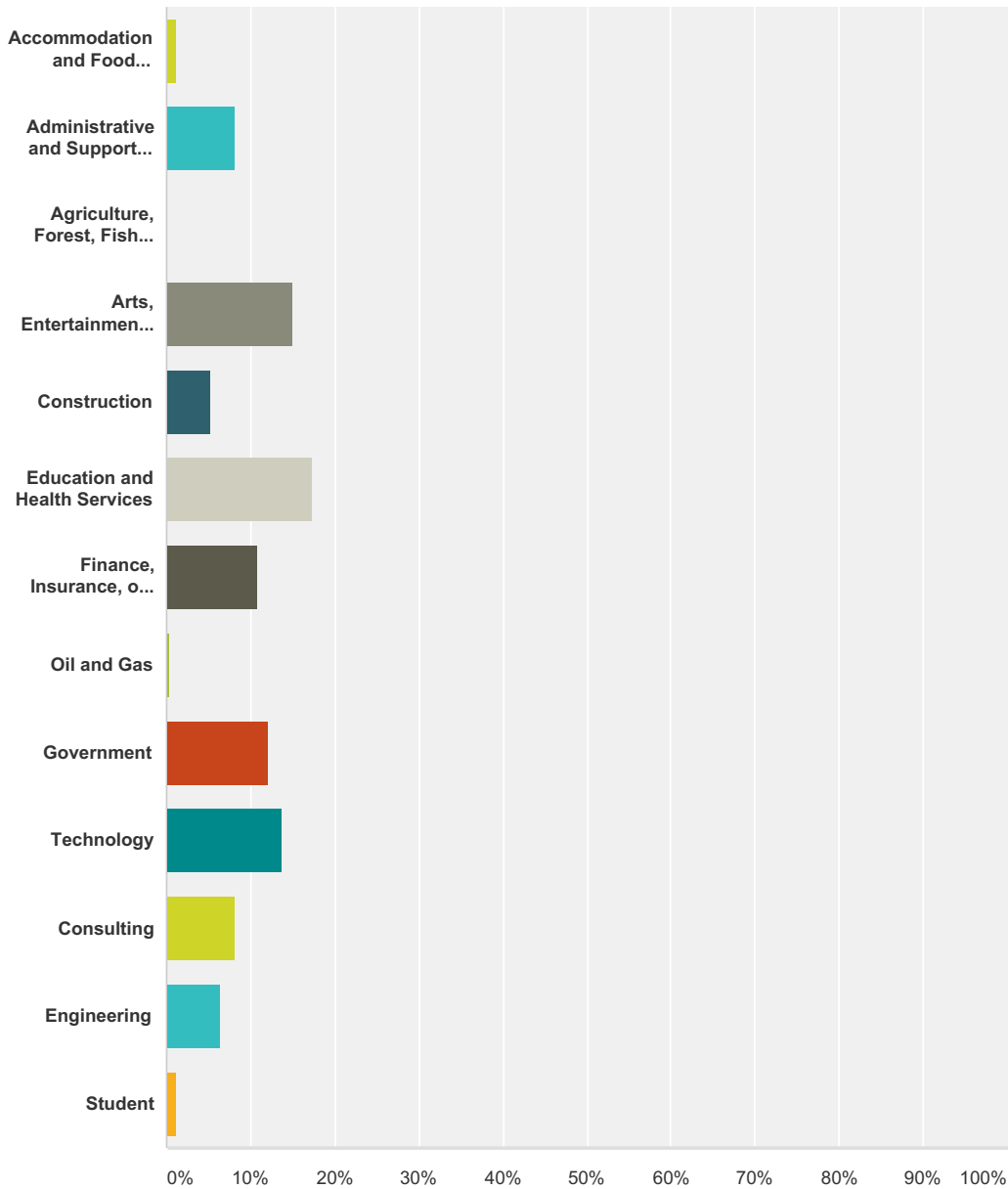
Answer Choices	Responses	
Accommodation and Food Service	**1.29%**	3
Administrative and Support Services	**8.19%**	19
Agriculture, Forest, Fishing and Hunting	**0.00%**	0
Arts, Entertainment, and Recreation	**15.09%**	35
Construction	**5.17%**	12
Education and Health Services	**17.24%**	40

Finance, Insurance, or Real Estate	**10.78%**	25
Oil and Gas	**0.43%**	1
Government	**12.07%**	28
Technology	**13.79%**	32
Consulting	**8.19%**	19
Engineering	**6.47%**	15
Student	**1.29%**	3
Total		**232**

Q5 In what ZIP code is your workplace located? (enter 5-digit ZIP code; for example, 00544 or 64105)

Answered: 293   Skipped: 0
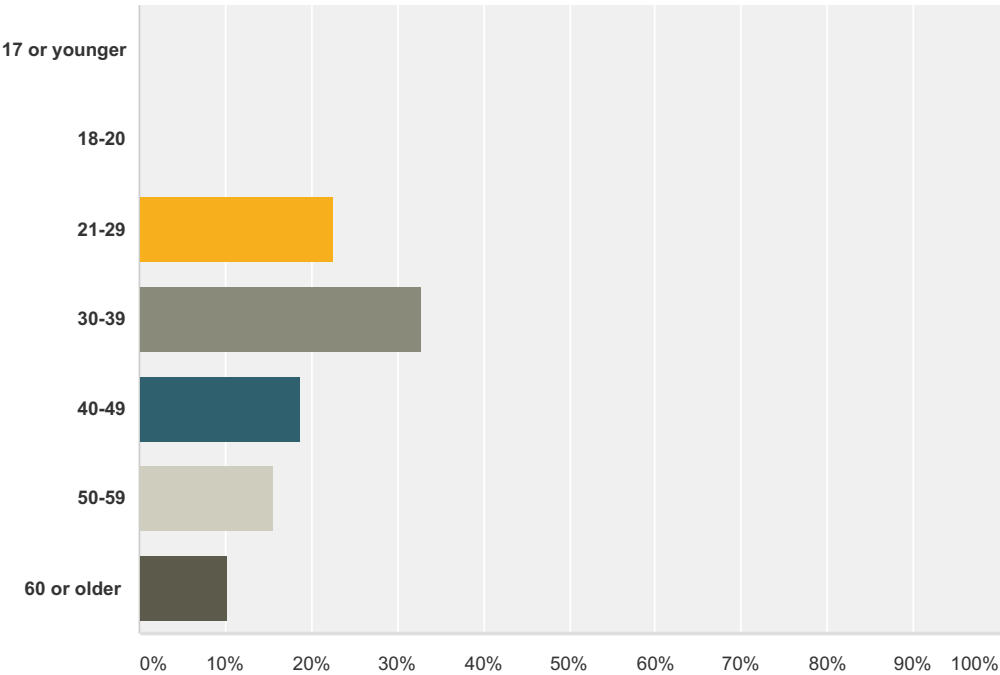
Q6 Are you male or female?

Answered: 293 Skipped: 0
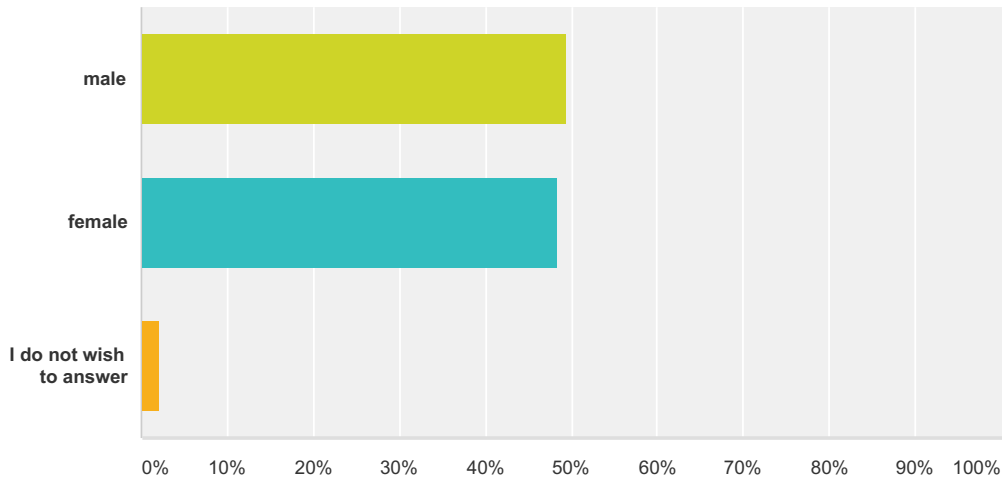
Answer Choices	Responses	
male	**49.49%**	145
female	**48.46%**	142
I do not wish to answer	**2.05%**	6
Total		**293**

Q7 What is your age?

Answered: 293   Skipped: 0

Answer Choices	Responses	
17 or younger	**0.00%**	0
18-20	**0.00%**	0
21-29	**22.53%**	66
30-39	**32.76%**	96
40-49	**18.77%**	55
50-59	**15.70%**	46
60 or older	**10.24%**	30
Total		**293**

Q8 Do you own a car?

Answered: 293   Skipped: 0
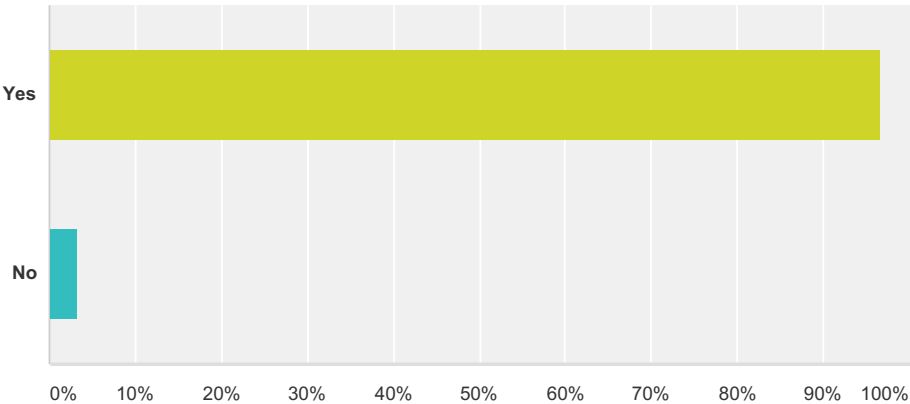
Answer Choices	Responses	
Yes	**96.59%**	283
No	**3.41%**	10
Total		**293**

Q9 What are your primary reasons for visiting River Market? (Please select all that apply)

Answered: 293   Skipped: 0
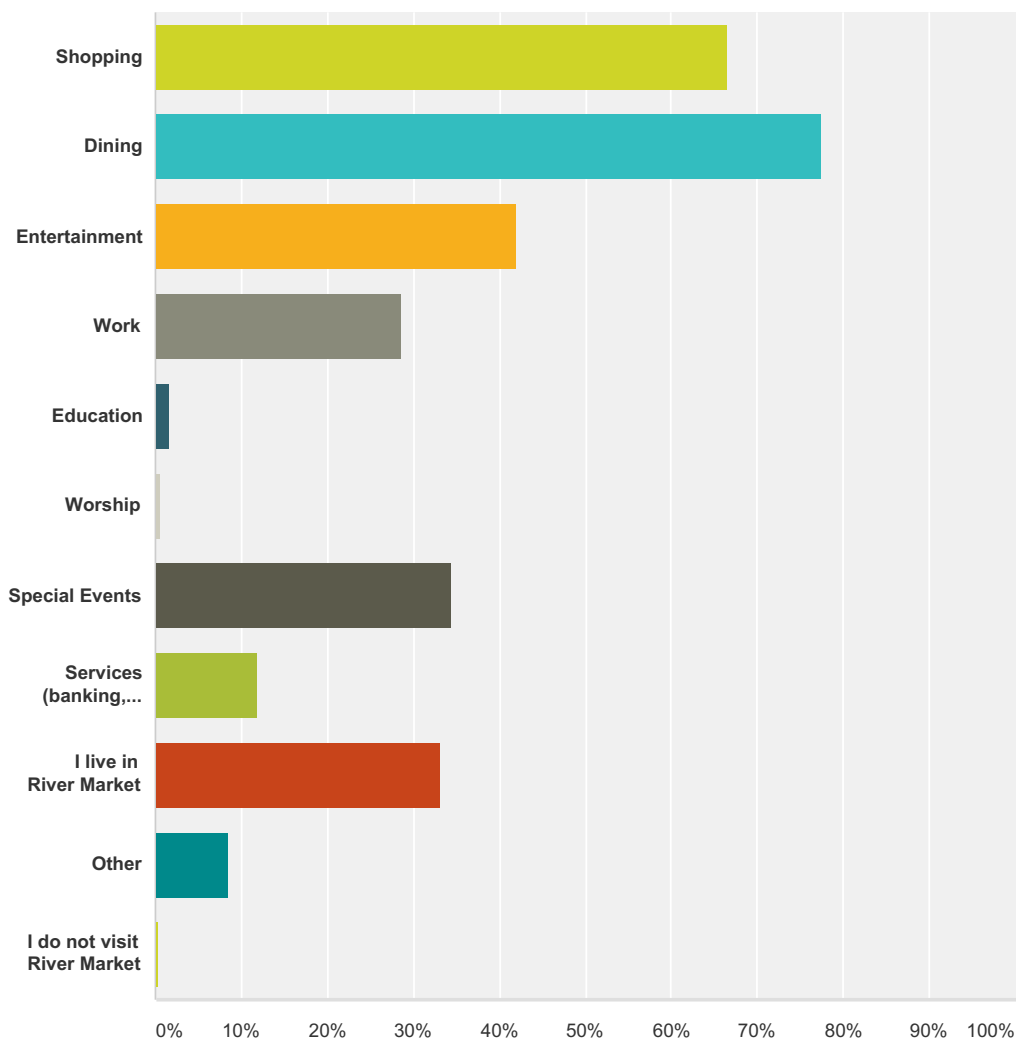
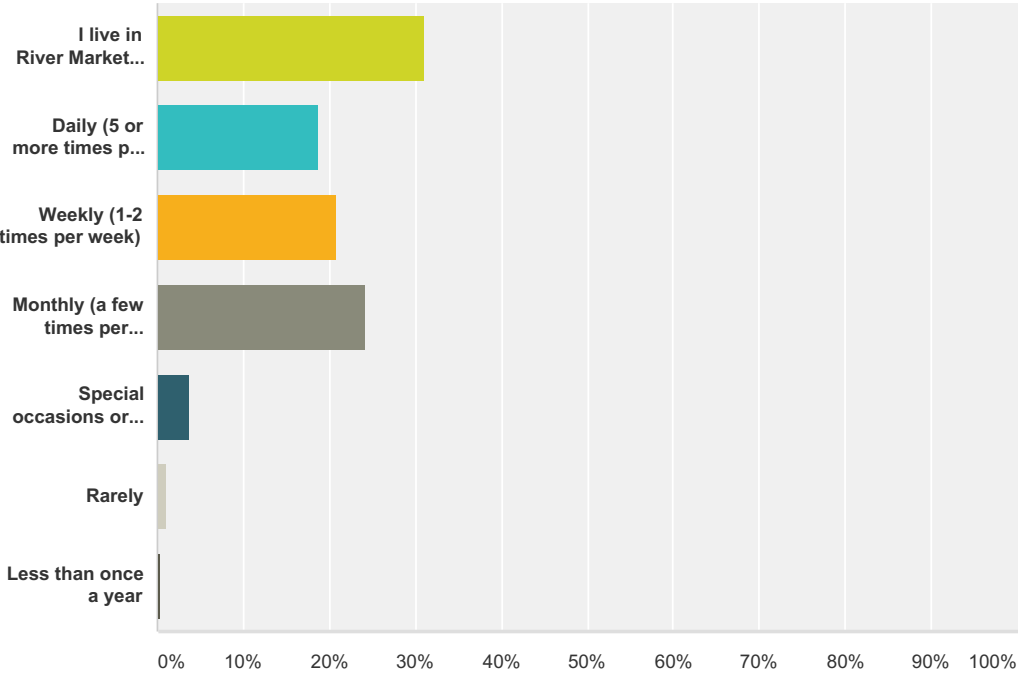| Answer Choices	Responses	
Shopping	**66.55%**	195
Dining	**77.47%**	227
Entertainment	**41.98%**	123
Work	**28.67%**	84
Education	**1.71%**	5
Worship	**0.68%**	2
Special Events	**34.47%**	101
Services (banking, legal, salon, health, etc.)	**11.95%**	35

I live in River Market	**33.11%**	97
Other	**8.53%**	25
I do not visit River Market	**0.34%**	1
Total Respondents: 293		

Q10 How often do you visit River Market?

Answered: 293   Skipped: 0

Answer Choices	Responses	
I live in River Market (daily)	**31.06%**	91
Daily (5 or more times per week)	**18.77%**	55
Weekly (1-2 times per week)	**20.82%**	61
Monthly (a few times per month)	**24.23%**	71
Special occasions or events	**3.75%**	11
Rarely	**1.02%**	3
Less than once a year	**0.34%**	1
Total		**293**

## Q11 What day of the week are you most likely to visit River Market for any purpose? (Please select all that apply)

Answered: 293   Skipped: 0
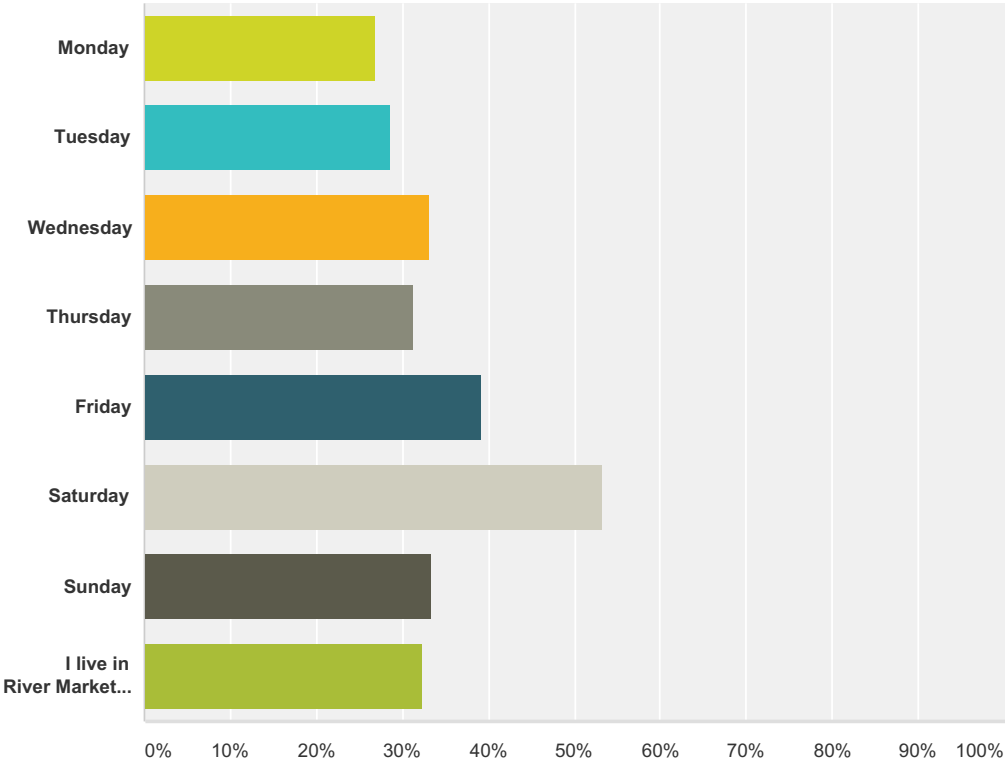
Answer Choices	Responses	
Monday	**26.96%**	79
Tuesday	**28.67%**	84
Wednesday	**33.11%**	97
Thursday	**31.40%**	92
Friday	**39.25%**	115
Saturday	**53.24%**	156
Sunday	**33.45%**	98
I live in River Market (every day)	**32.42%**	95
Total Respondents: 293		

Q12 What time of day to you typically visit River Market? (Please select all that apply)

Answered: 293   Skipped: 0
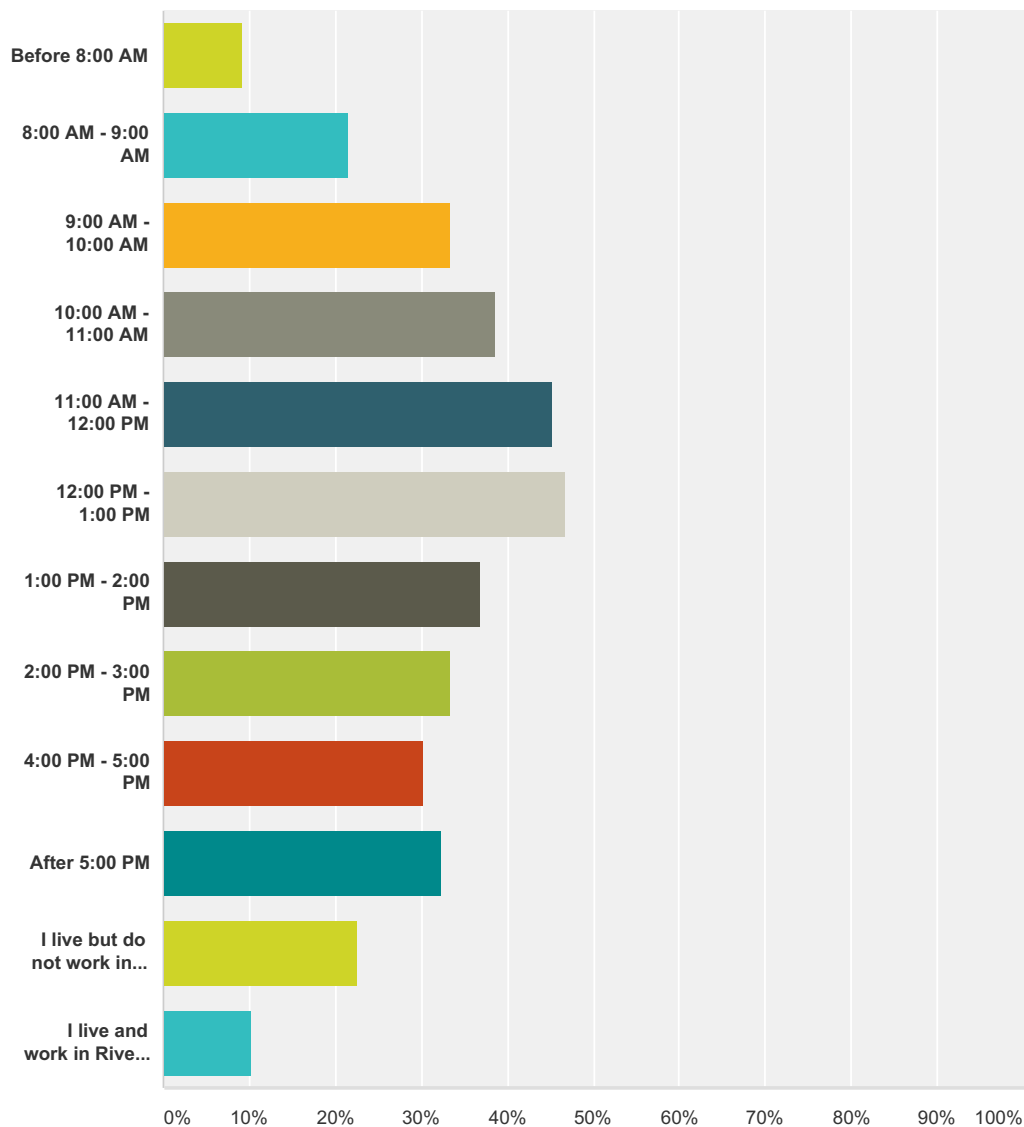
Answer Choices	Responses	
Before 8:00 AM	**9.22%**	27
8:00 AM - 9:00 AM	**21.50%**	63
9:00 AM - 10:00 AM	**33.45%**	98
10:00 AM - 11:00 AM	**38.57%**	113
11:00 AM - 12:00 PM	**45.39%**	133
12:00 PM - 1:00 PM	**46.76%**	137
1:00 PM - 2:00 PM	**36.86%**	108

2:00 PM - 3:00 PM	**33.45%**	98
4:00 PM - 5:00 PM	**30.38%**	89
After 5:00 PM	**32.42%**	95
I live but do not work in River Market (evenings through mornings, and weekends)	**22.53%**	66
I live and work in River Market (nearly 24/7)	**10.24%**	30
Total Respondents: 293		

Q13 How much time do you typically spend in River Market during each visit?

Answered: 293   Skipped: 0
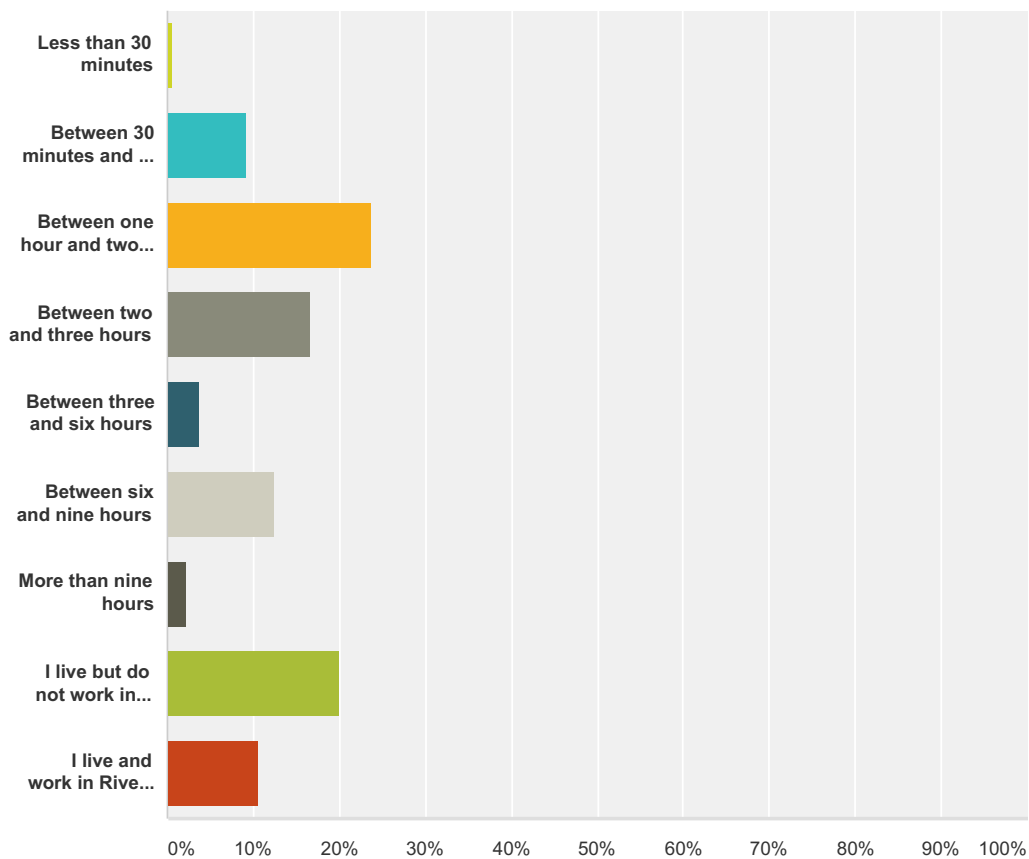
Answer Choices	Responses	
Less than 30 minutes	**0.68%**	2
Between 30 minutes and one hour	**9.22%**	27
Between one hour and two hours	**23.89%**	70
Between two and three hours	**16.72%**	49
Between three and six hours	**3.75%**	11
Between six and nine hours	**12.63%**	37
More than nine hours	**2.39%**	7
I live but do not work in River Market (evenings through mornings, and weekends)	**20.14%**	59
I live and work in River Market (nearly 24/7)	**10.58%**	31
Total		**293**

Q14 How do you typically travel to River Market?

Answered: 293   Skipped: 0
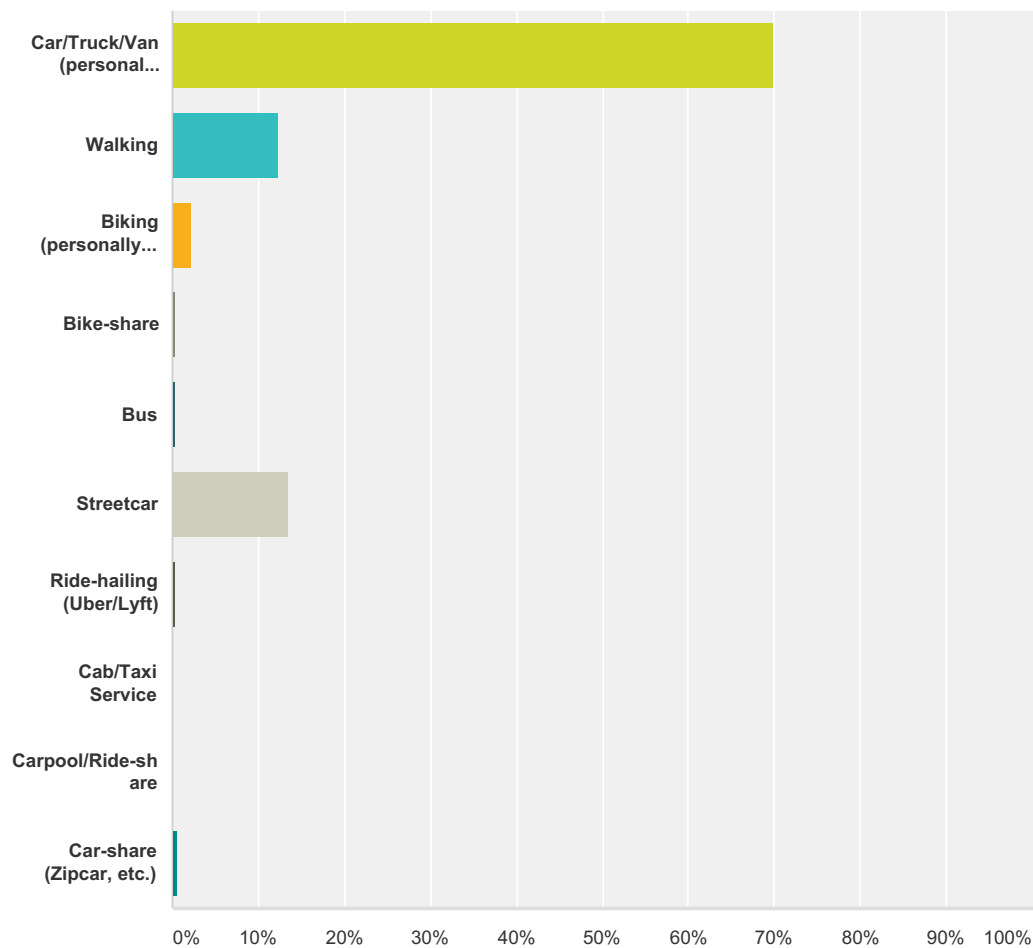
Answer Choices	Responses	
Car/Truck/Van (personal vehicle)	**69.97%**	205
Walking	**12.29%**	36
Biking (personally owned bicycle)	**2.39%**	7
Bike-share	**0.34%**	1
Bus	**0.34%**	1
Streetcar	**13.65%**	40
Ride-hailing (Uber/Lyft)	**0.34%**	1
Cab/Taxi Service	**0.00%**	0
Carpool/Ride-share	**0.00%**	0
Car-share (Zipcar, etc.)	**0.68%**	2
Total		**293**

Q15 How do you typically travel within River Market?

Answered: 293   Skipped: 0
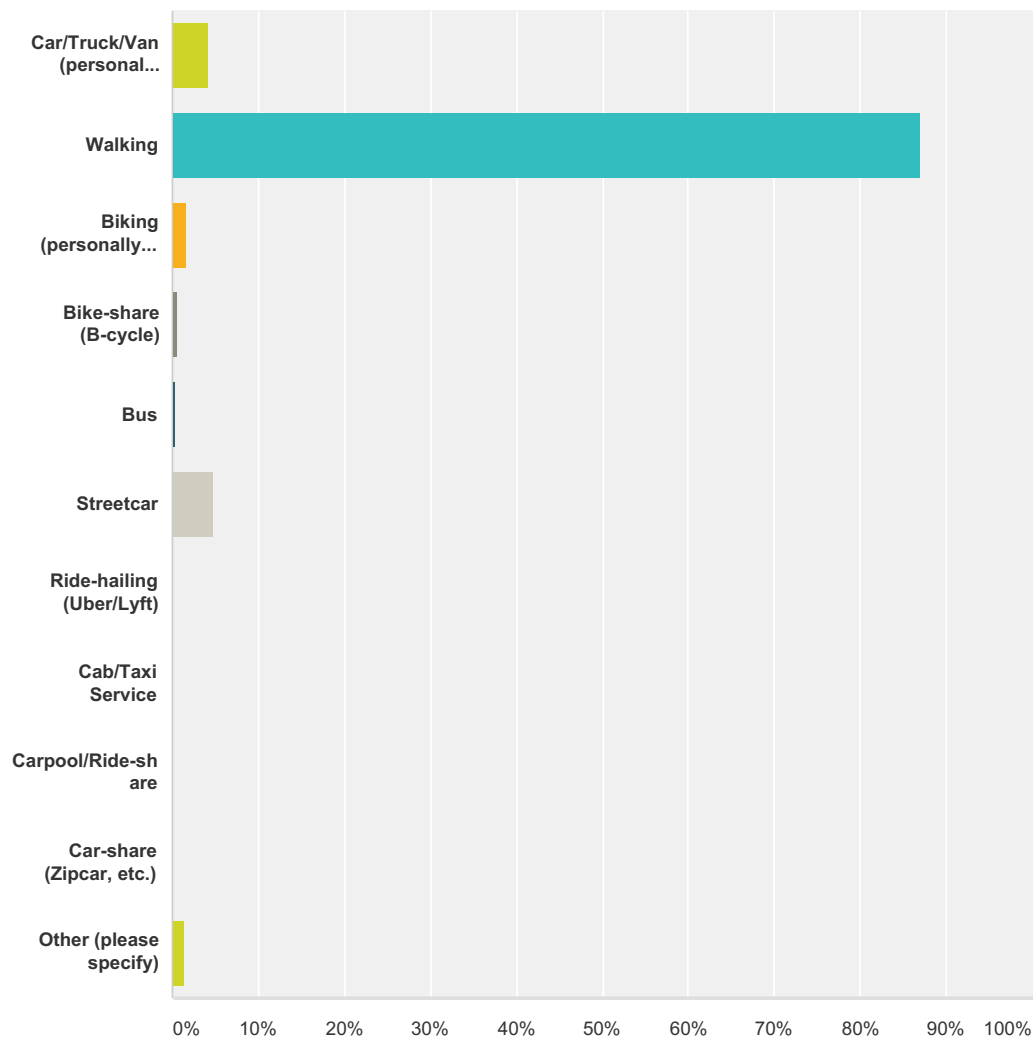
Answer Choices	Responses	
Car/Truck/Van (personal vehicle)	**4.10%**	12
Walking	**87.03%**	255
Biking (personally owned bicycle)	**1.71%**	5
Bike-share (B-cycle)	**0.68%**	2
Bus	**0.34%**	1
Streetcar	**4.78%**	14
Ride-hailing (Uber/Lyft)	**0.00%**	0
Cab/Taxi Service	**0.00%**	0
Carpool/Ride-share	**0.00%**	0

Car-share (Zipcar, etc.)	**0.00%**	0
Other (please specify)	**1.37%**	4
Total		**293**

Q16 If your primary method of transportation to River Market is by car (van/truck), please select the top 3 factors in deciding where to park?

Answered: 293   Skipped: 0
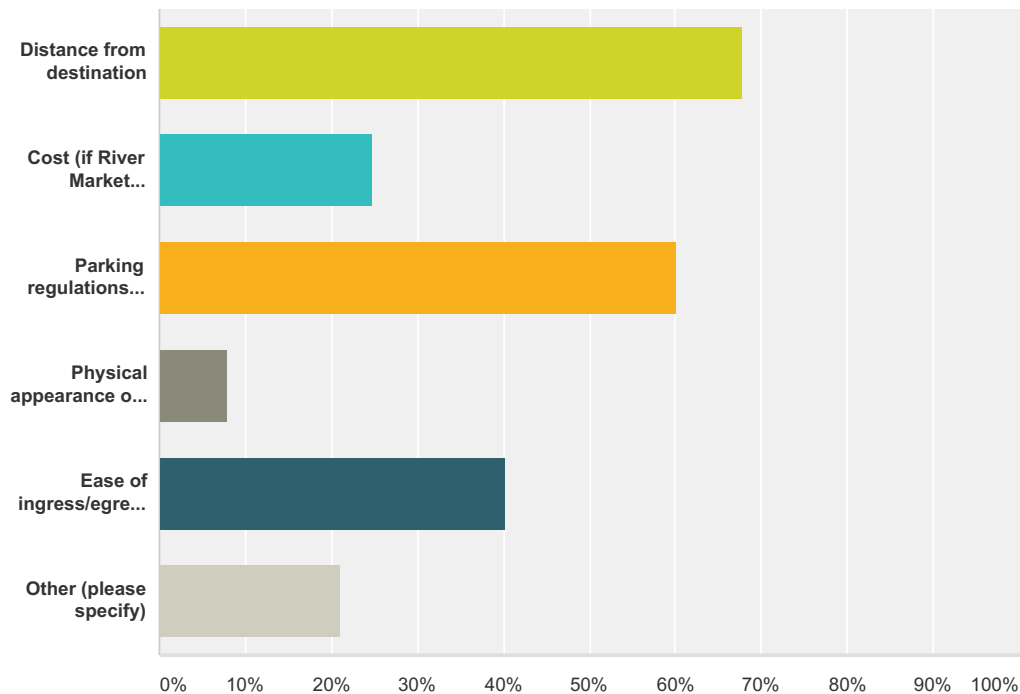
Answer Choices	Responses	
Distance from destination	**67.92%**	199
Cost (if River Market resident)	**24.91%**	73
Parking regulations (time periods, user group restrictions, etc.)	**60.07%**	176
Physical appearance of parking spaces	**7.85%**	23
Ease of ingress/egress from parking spaces	**40.27%**	118
Other (please specify)	**21.16%**	62
Total Respondents: 293		

## Q17 When traveling by car (van/truck), where do you prefer to park when you visit River Market?

Answered: 293   Skipped: 0
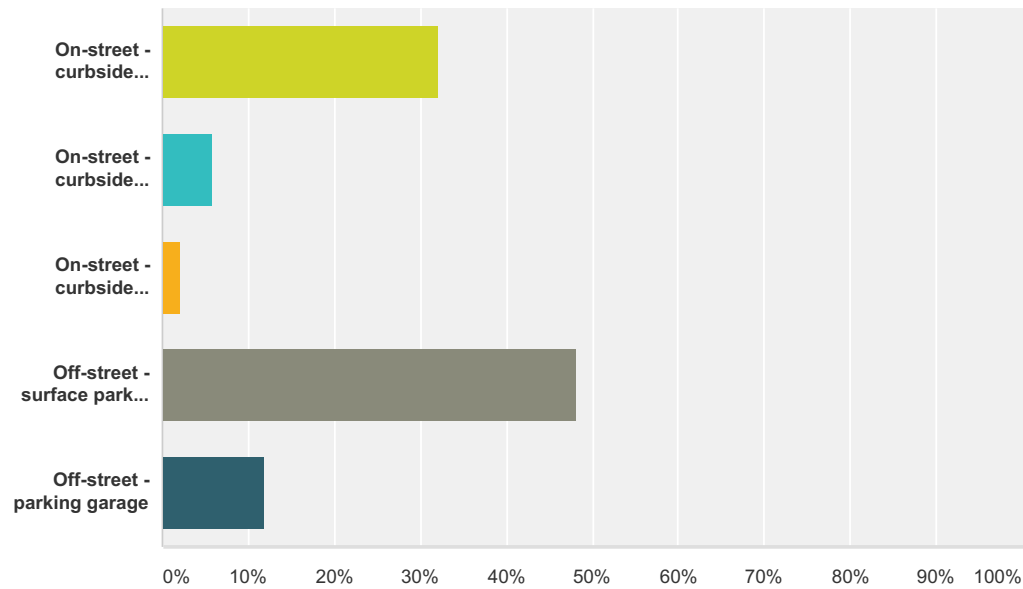
Answer Choices	Responses	
On-street - curbside parking without time limit	**32.08%**	94
On-street - curbside parking with time limit	**5.80%**	17
On-street - curbside parking with meters	**2.05%**	6
Off-street - surface parking lot	**48.12%**	141
Off-street - parking garage	**11.95%**	35
Total		**293**

Q18 Once in River Market, how much time is typically required for you to search and find a parking space?

Answered: 285   Skipped: 8
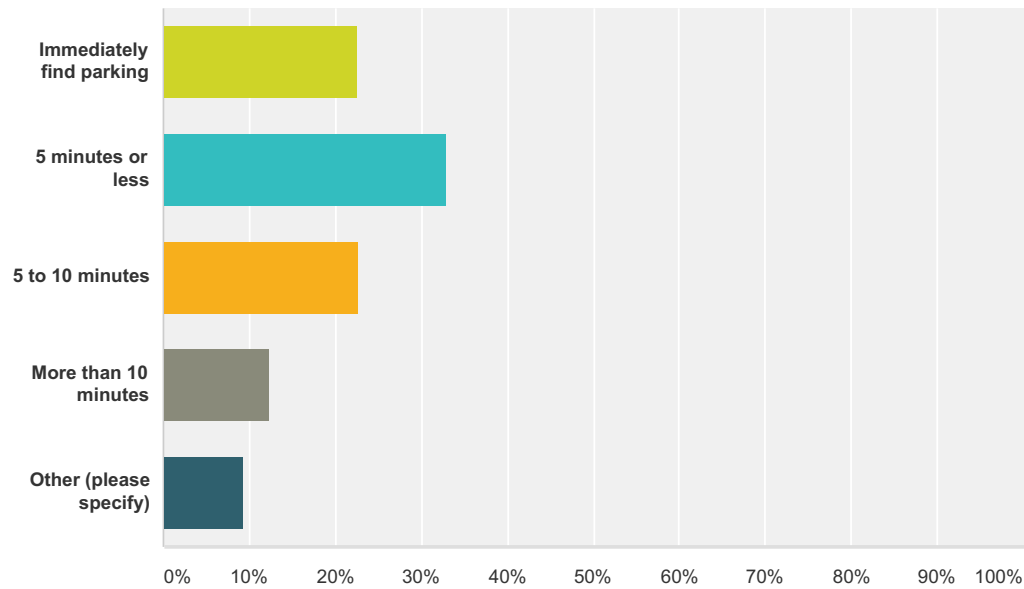
Answer Choices	Responses	
Immediately find parking	**22.46%**	64
5 minutes or less	**32.98%**	94
5 to 10 minutes	**22.81%**	65
More than 10 minutes	**12.28%**	35
Other (please specify)	**9.47%**	27
Total		**285**

Q19 How far away from your destination do you typically park?

Answered: 293　Skipped: 0
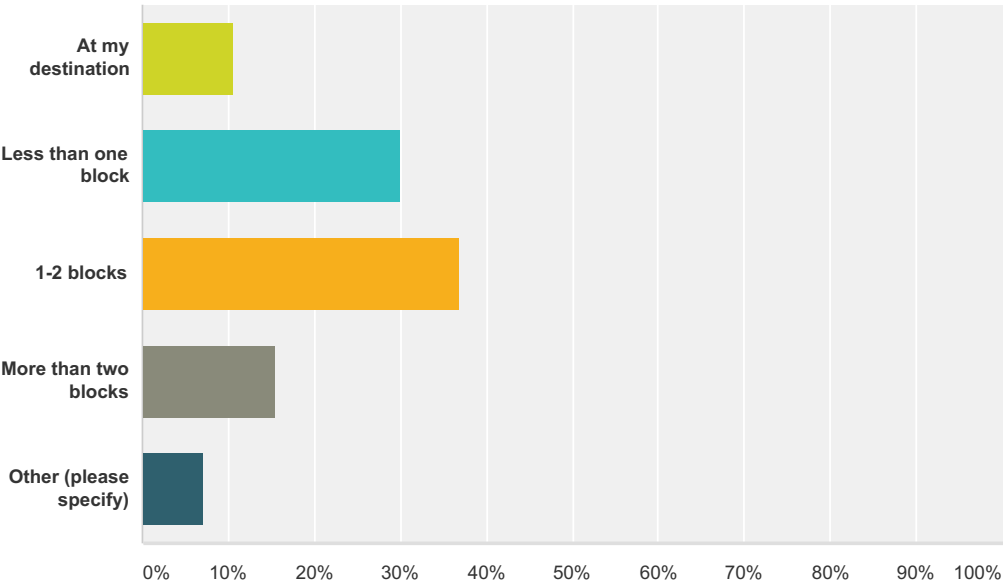
Answer Choices	Responses	
At my destination	**10.58%**	31
Less than one block	**30.03%**	88
1-2 blocks	**36.86%**	108
More than two blocks	**15.36%**	45
Other (please specify)	**7.17%**	21
Total		**293**

Q20 Thinking about where you prefer to park when traveling by vehicle, rate the following on a scale of 1-10 with 1 being poor and 10 being excellent.
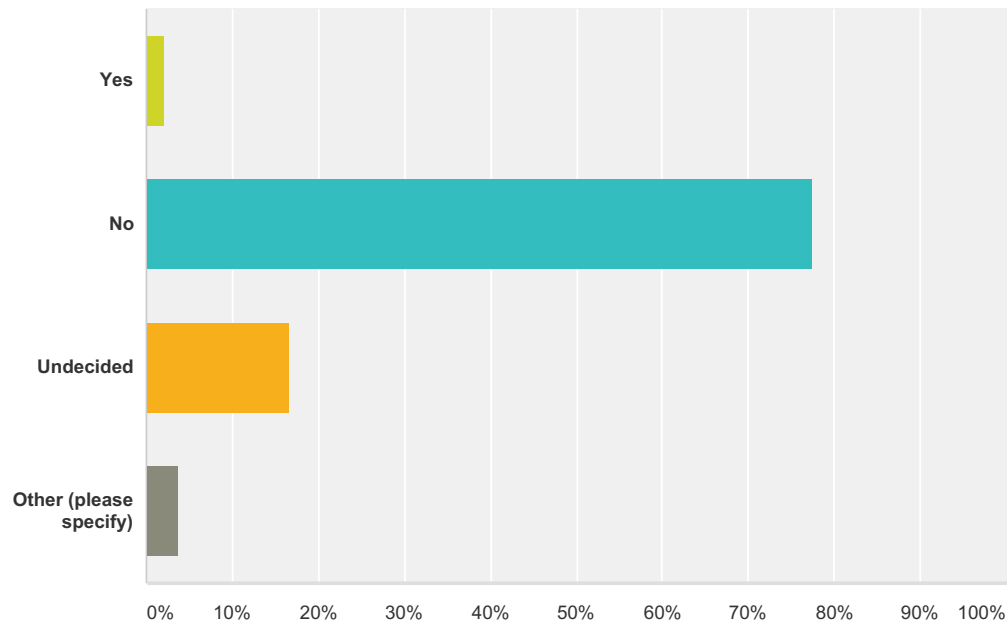
Answered: 293   Skipped: 0
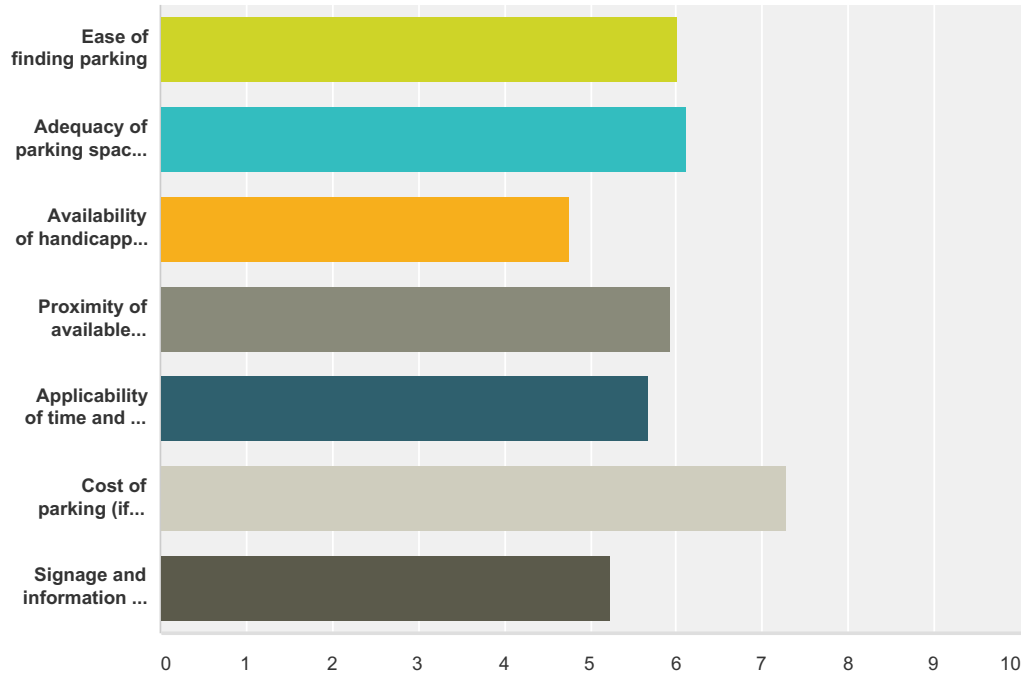
	Poor	2	3	4	5	6	7	8	9	Excellent	N/A	Total	Weighted Average
Ease of finding parking	6.53% 19	4.12% 12	9.97% 29	8.59% 25	11.68% 34	5.15% 15	18.21% 53	14.43% 42	7.22% 21	10.31% 30	3.78% 11	291	6.02
Adequacy of parking spaces (size and ability to enter/exit space)	7.17% 21	3.07% 9	8.19% 24	6.83% 20	12.97% 38	10.24% 30	15.02% 44	15.70% 46	6.48% 19	11.26% 33	3.07% 9	293	6.12
Availability of handicapped spaces	5.84% 17	3.44% 10	4.12% 12	1.37% 4	3.44% 10	1.72% 5	1.72% 5	2.41% 7	1.72% 5	3.44% 10	70.79% 206	291	4.76
Proximity of available spaces to your destination(s)	7.56% 22	4.12% 12	8.93% 26	7.22% 21	13.06% 38	11.68% 34	15.12% 44	11.00% 32	7.90% 23	10.31% 30	3.09% 9	291	5.93
Applicability of time and use restrictions on parking spaces	11.64% 34	3.08% 9	7.19% 21	7.53% 22	12.33% 36	7.88% 23	10.62% 31	11.30% 33	6.51% 19	9.59% 28	12.33% 36	292	5.68

Cost of parking (if River Market resident)	**3.62%** 10	**1.09%** 3	**2.17%** 6	**2.90%** 8	**5.43%** 15	**2.54%** 7	**3.26%** 9	**5.80%** 16	**4.35%** 12	**19.20%** 53	**49.64%** 137	276	7.28
Signage and information to locate available parking	**11.07%** 32	**5.88%** 17	**11.42%** 33	**8.30%** 24	**12.11%** 35	**8.30%** 24	**15.22%** 44	**8.65%** 25	**5.19%** 15	**5.88%** 17	**7.96%** 23	289	5.24

Q21 If given the option, would you use valet parking when visiting River Market?

Answered: 293   Skipped: 0

Answer Choices	Responses	
Yes	**2.05%**	6
No	**77.47%**	227
Undecided	**16.72%**	49
Other (please specify)	**3.75%**	11
Total		**293**

Q22 Based on your experience and perception, the overall parking supply in River Market is:

Answered: 293   Skipped: 0
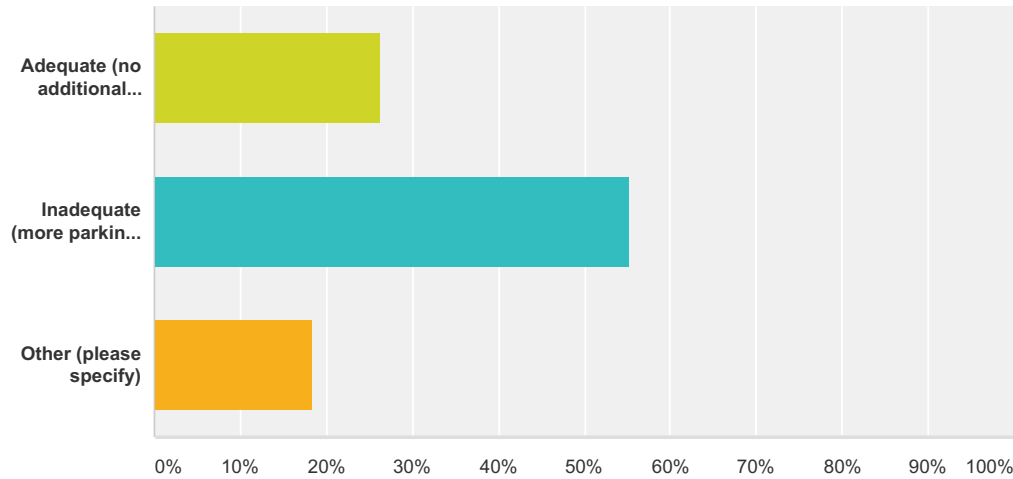
Answer Choices	Responses	
Adequate (no additional parking supply is needed)	**26.28%**	77
Inadequate (more parking supply is needed)	**55.29%**	162
Other (please specify)	**18.43%**	54
Total		**293**

Q23 Do you feel it is reasonable to pay to park closer to your destination if less expensive or free parking is available further away?
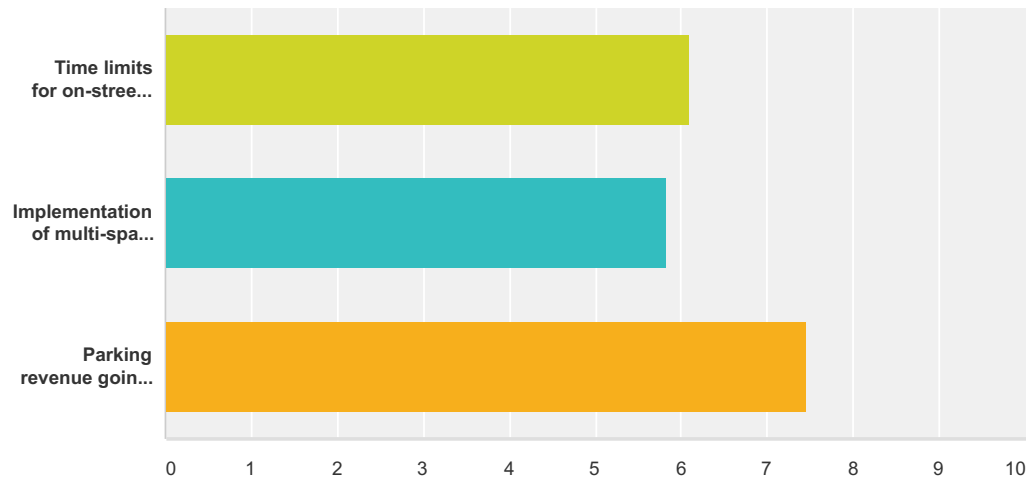
Answered: 293   Skipped: 0
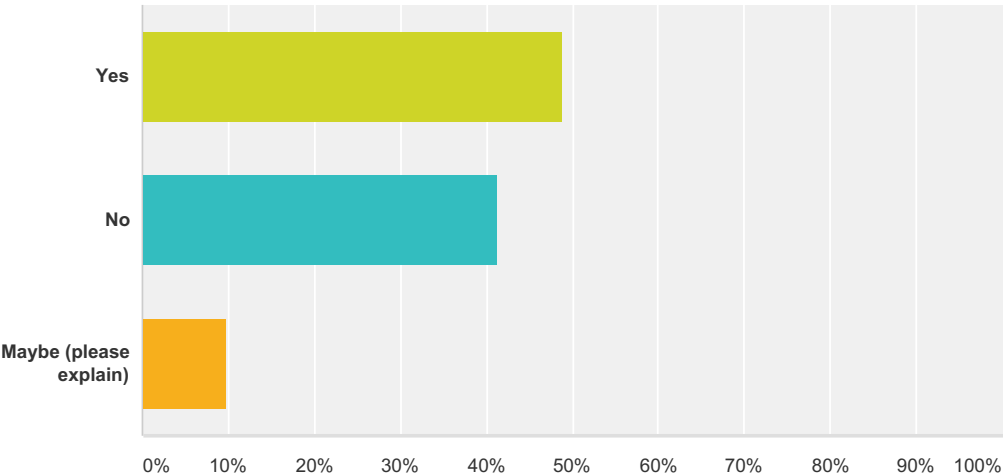
Answer Choices	Responses	
Yes	**48.81%**	143
No	**41.30%**	121
Maybe (please explain)	**9.90%**	29
Total		**293**

Q24 At what level would you support changes to the on-street parking management and regulations? Please rate your level of support using the following scale: (on a scale of 1-10 with 1 being no support and 10 being very high support)

Answered: 293   Skipped: 0

	No support	2	3	4	5	6	7	8	9	Very high support	Total	Weighted Average
Time limits for on-street parking to help encourage convenient access for short-term visitors/customers	15.41% 45	3.42% 10	7.88% 23	6.51% 19	7.88% 23	7.88% 23	11.30% 33	10.62% 31	3.42% 10	25.68% 75	292	6.10
Implementation of multi-space parking kiosks with an appropriate hourly rate for high demand areas to encourage turnover of the spaces to reduce vehicle traffic caused when people search for a parking space	17.18% 50	5.15% 15	5.84% 17	6.19% 18	10.65% 31	8.59% 25	9.62% 28	11.34% 33	4.12% 12	21.31% 62	291	5.83
Parking revenue going back to the area to fund public parking management, enforcement and a portion to support local River Market improvements	8.93% 26	2.75% 8	2.41% 7	1.72% 5	6.87% 20	6.87% 20	9.28% 27	14.09% 41	7.90% 23	39.18% 114	291	7.45

Q25 The following questions pertain to on-street parking management options that include a fee-based system for curbside parking. Please rate the importance of each item using the following scale: (on a scale of 1-10 with 1 being not important and 10 being very important)
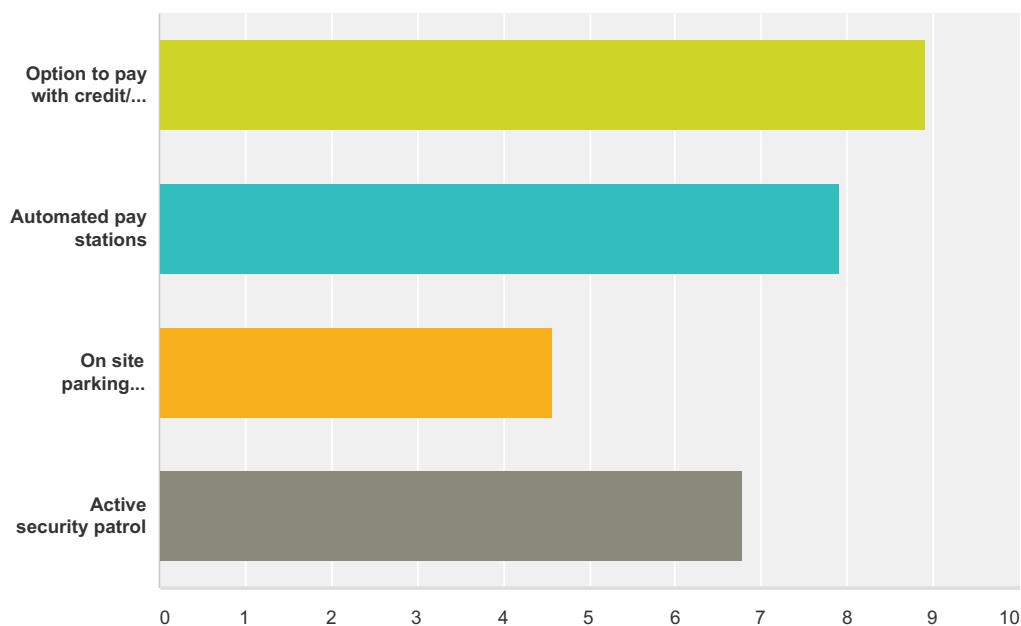
Answered: 293   Skipped: 0
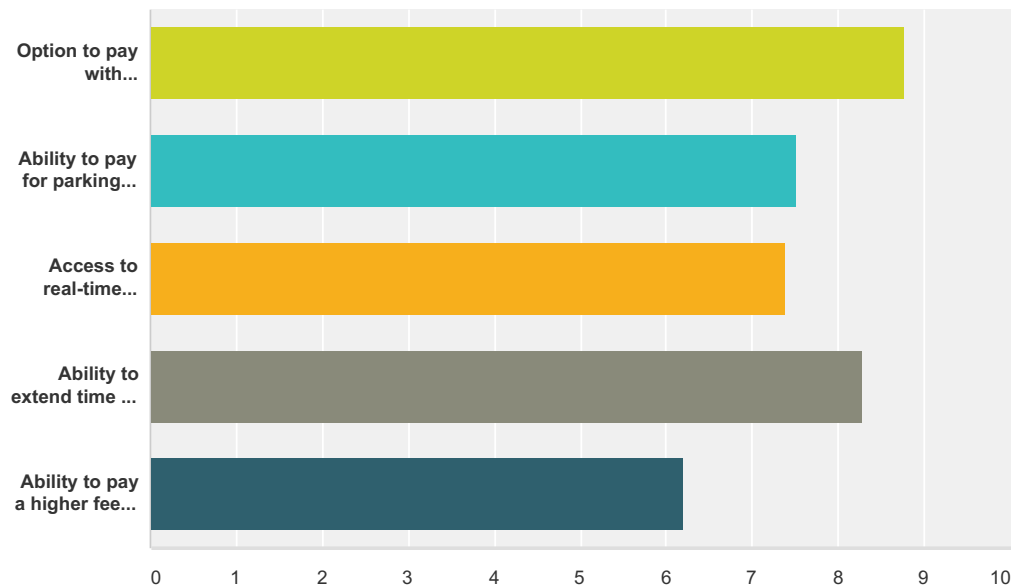
	Not important	2	3	4	5	6	7	8	9	Very important	Total	Weighted Average
Option to pay with credit/debit card at the meter	3.46% 10	1.04% 3	0.35% 1	0.69% 2	3.46% 10	2.77% 8	7.61% 22	7.96% 23	10.03% 29	62.63% 181	289	8.77
Ability to pay for parking using a cell phone at the meter	8.53% 25	2.39% 7	1.71% 5	2.73% 8	8.87% 26	4.10% 12	10.24% 30	12.29% 36	8.87% 26	40.27% 118	293	7.51
Access to real-time parking availability on the web or a smartphone	6.83% 20	2.05% 6	1.71% 5	2.05% 6	10.58% 31	9.22% 27	14.33% 42	8.87% 26	8.19% 24	36.18% 106	293	7.39
Ability to extend time on meters via cell phone	5.12% 15	1.37% 4	0.68% 2	1.71% 5	4.10% 12	2.73% 8	9.90% 29	13.31% 39	11.95% 35	49.15% 144	293	8.28
Ability to pay a higher fee to park at a meter beyond the posted time-limit	12.97% 38	4.44% 13	3.75% 11	5.46% 16	13.31% 39	6.48% 19	15.70% 46	10.58% 31	7.51% 22	19.80% 58	293	6.20

Q26 The following questions pertain to your experience parking in an off-street surface lot or garage where a fee is charged for the use of a parking space. Please rate the importance of each item using the following scale: (on a scale of 1-10 with 1 being not important and 10 being very important)

Answered: 293   Skipped: 0

	Not important	2	3	4	5	6	7	8	9	Very important	Total	Weighted Average
Option to pay with credit/ card	3.41% 10	0.34% 1	0.00% 0	0.34% 1	3.07% 9	2.39% 7	8.19% 24	7.51% 22	9.22% 27	65.53% 192	293	8.91
Automated pay stations	6.51% 19	0.68% 2	0.00% 0	0.34% 1	8.56% 25	4.11% 12	14.38% 42	14.38% 42	11.30% 33	39.73% 116	292	7.91
On site parking attendants	29.90% 87	7.22% 21	4.81% 14	4.47% 13	18.90% 55	6.53% 19	7.56% 22	3.78% 11	4.47% 13	12.37% 36	291	4.57
Active security patrol	9.22% 27	3.75% 11	3.75% 11	3.75% 11	11.95% 35	6.83% 20	13.65% 40	11.60% 34	7.85% 23	27.65% 81	293	6.79

Q27 **Would you perceive a benefit from an off-street monthly parking permit program within the River Market study area? A permit program could include residential permits or employee permits, provided at a reduced rate within parking supply that has lower utilization (possibly further from some high-turnover destinations).**
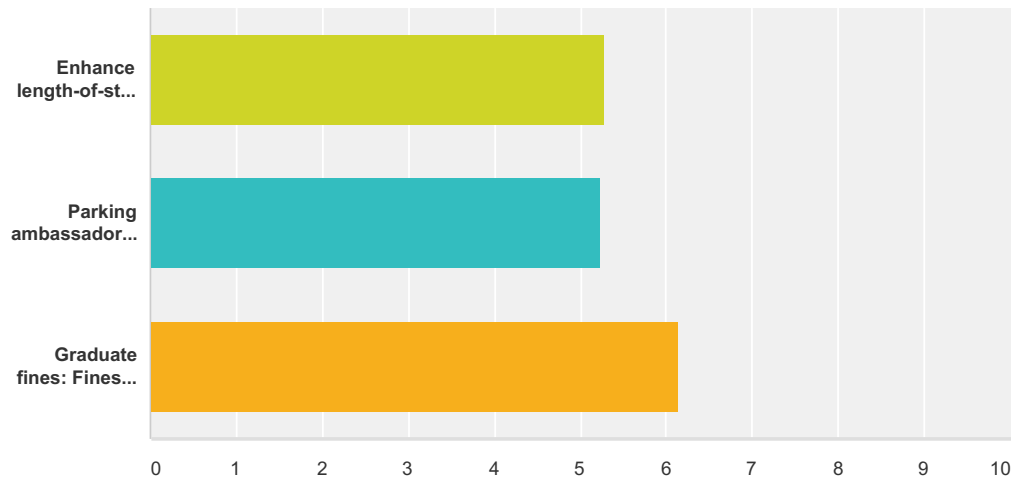
Answered: 293   Skipped: 0
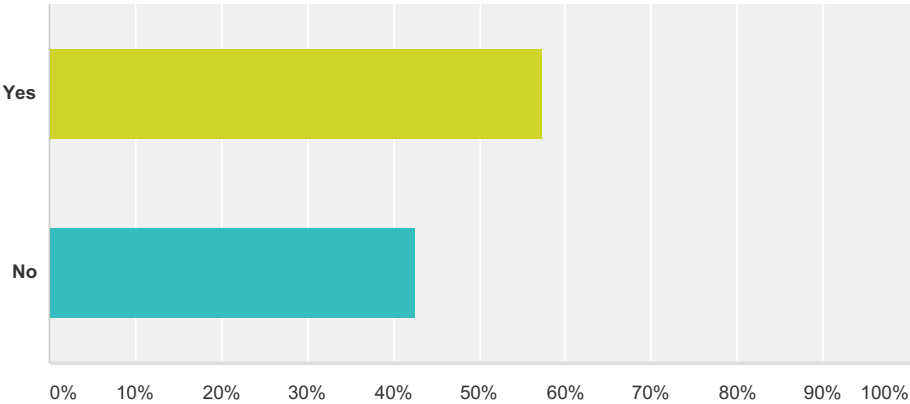
Answer Choices	Responses	
Yes	**57.34%**	168
No	**42.66%**	125
Total		**293**

Q28 At what level would you support changes to smart compliance (enforcement) initiatives. Please rate your level of support using the following scale: (on a scale of 1-10 with 1 being no support and 10 being very high support)

Answered: 293   Skipped: 0

	No support	2	3	4	5	6	7	8	9	Very high support	Total	Weighted Average
Enhance length-of-stay monitoring: Specialized camera equipment used to improve efficiency of documenting length of stay; violators documented; other data points erased; more frequent coverage improves compliance.	**20.96%** 61	**5.50%** 16	**5.15%** 15	**6.19%** 18	**14.43%** 42	**7.56%** 22	**13.06%** 38	**11.34%** 33	**2.06%** 6	**13.75%** 40	291	5.28
Parking ambassador program: Staff provided in the streets to provide aid and information related to parking; document signage or equipment issues; positively reinforce policy compliance.	**17.41%** 51	**6.14%** 18	**9.90%** 29	**6.83%** 20	**12.29%** 36	**12.29%** 36	**9.56%** 28	**8.53%** 25	**4.10%** 12	**12.97%** 38	293	5.24

	18.28%	3.45%	4.14%	3.79%	11.38%	7.24%	7.93%	13.45%	6.55%	23.79%		
Graduate fines: Fines increase with the number of occurrences: frequent offenders no longer try to "game the system" assuming low likelihood of being caught and small penalty: improved compliance; better space availability.	53	10	12	11	33	21	23	39	19	69	290	6.13

	18.28%	3.45%	4.14%	3.79%	11.38%	7.24%	7.93%	13.45%	6.55%	23.79%

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Q29 What do you like about parking in the River Market Study Area?
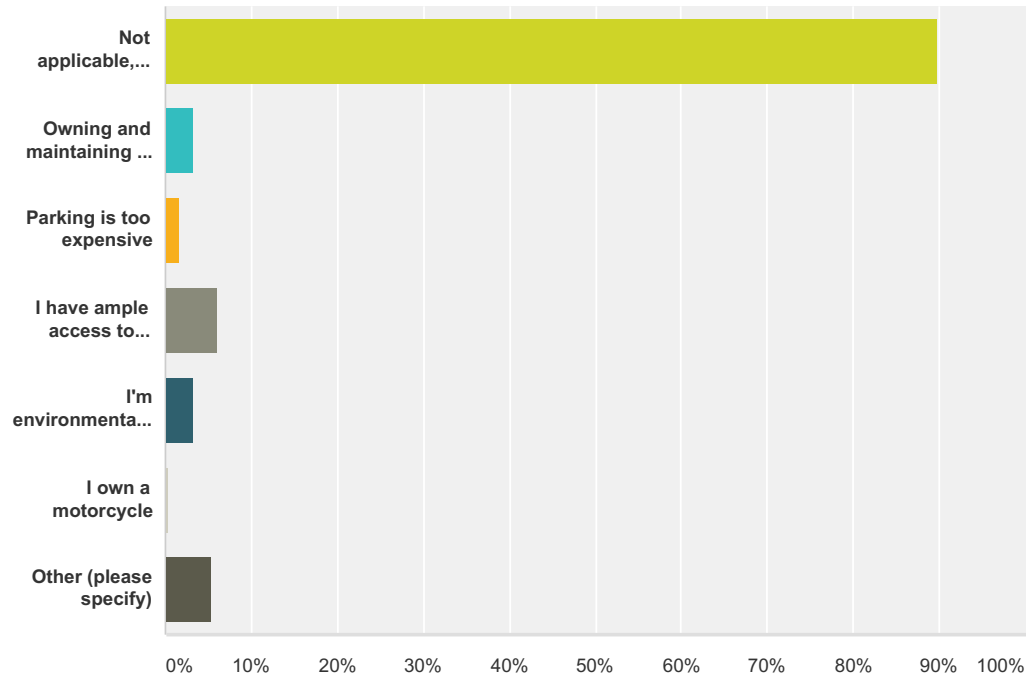
Answered: 190   Skipped: 103

Q30 What parking improvements would you like to see implemented within the next 5 years?

Answered: 198   Skipped: 95

## Q31 If you don't own a car, which of the following best describes why you choose not to? (check all that apply)

Answered: 293   Skipped: 0

Answer Choices	Responses	
Not applicable, because I do own a car	**89.76%**	263
Owning and maintaining a vehicle is too expensive	**3.41%**	10
Parking is too expensive	**1.71%**	5
I have ample access to public transit/alternative transportation options	**6.14%**	18
I'm environmentally conscious	**3.41%**	10
I own a motorcycle	**0.34%**	1
Other (please specify)	**5.46%**	16
Total Respondents: 293		

Q32 How would you describe your home neighborhood?

Answered: 293   Skipped: 0
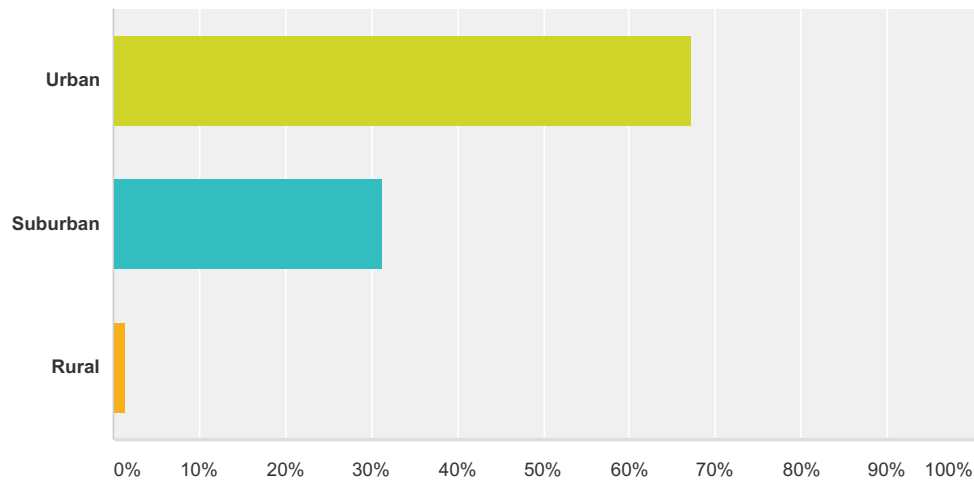
Answer Choices	Responses	
Urban	**67.24%**	197
Suburban	**31.40%**	92
Rural	**1.37%**	4
Total		**293**

Q33 Rate the walkability of the River Market Study Area on a scale of 1 to 5.

Answered: 293   Skipped: 0
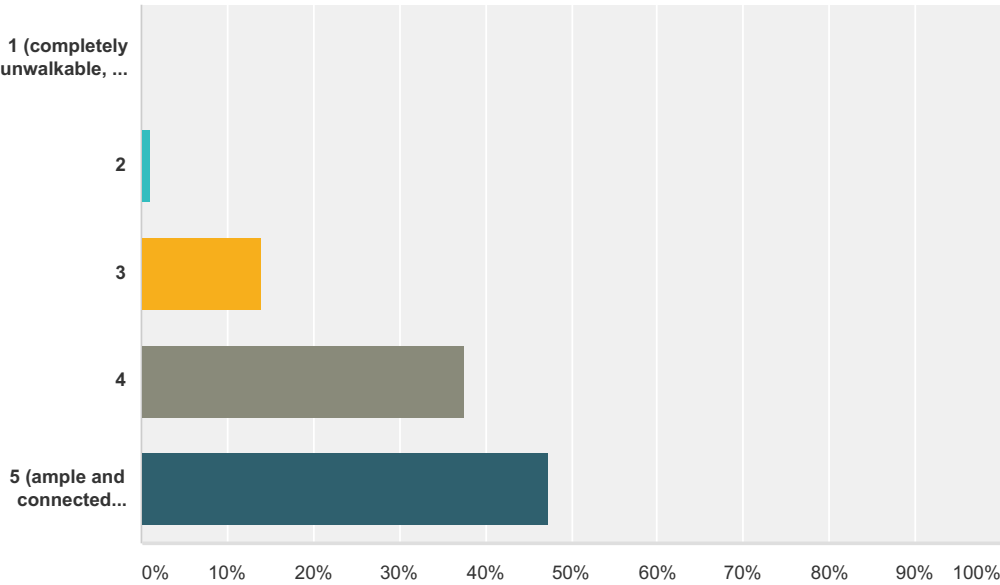
Answer Choices	Responses	
1 (completely unwalkable, no pedestrian infrastructure like sidewalks and crosswalks, common destinations over 1 mile away from residences)	**0.00%**	0
2	**1.02%**	3
3	**13.99%**	41
4	**37.54%**	110
5 (ample and connected pedestrian infrastructure, with easy access for pedestrians to common destinations like grocery stores, convenience stores, and restaurants)	**47.44%**	139
Total		**293**

Q34 Rate the bikeability of the River Market Study Area on a scale of 1 to 5.

Answered: 293   Skipped: 0
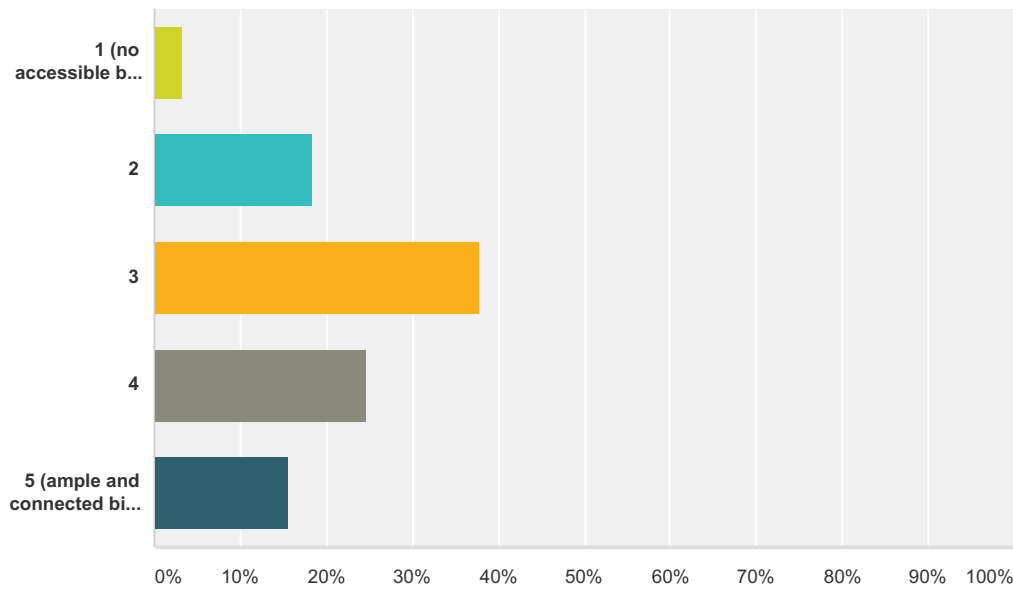
Answer Choices	Responses	
1 (no accessible bike infrastructure like bike lanes, paths, and crossing signals, common destinations located over 2 miles away from residences)	**3.41%**	10
2	**18.43%**	54
3	**37.88%**	111
4	**24.57%**	72
5 (ample and connected bike infrastructure, with easy access for cyclists to common destinations like grocery stores, convenience stores, and restaurants)	**15.70%**	46
Total		**293**

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Q35 How far, in miles, is your place of work from where you live?

Answered: 293   Skipped: 0
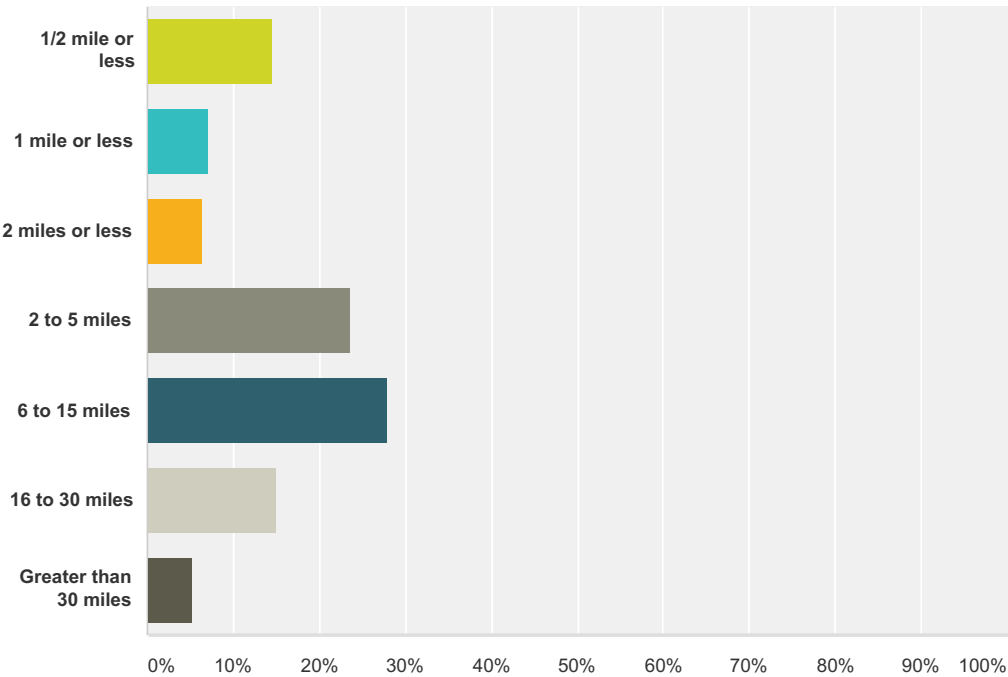
Answer Choices	Responses	
1/2 mile or less	**14.68%**	43
1 mile or less	**7.17%**	21
2 miles or less	**6.48%**	19
2 to 5 miles	**23.55%**	69
6 to 15 miles	**27.99%**	82
16 to 30 miles	**15.02%**	44
Greater than 30 miles	**5.12%**	15
Total		**293**

Q36 When I go to work, I drive...

Answered: 293   Skipped: 0
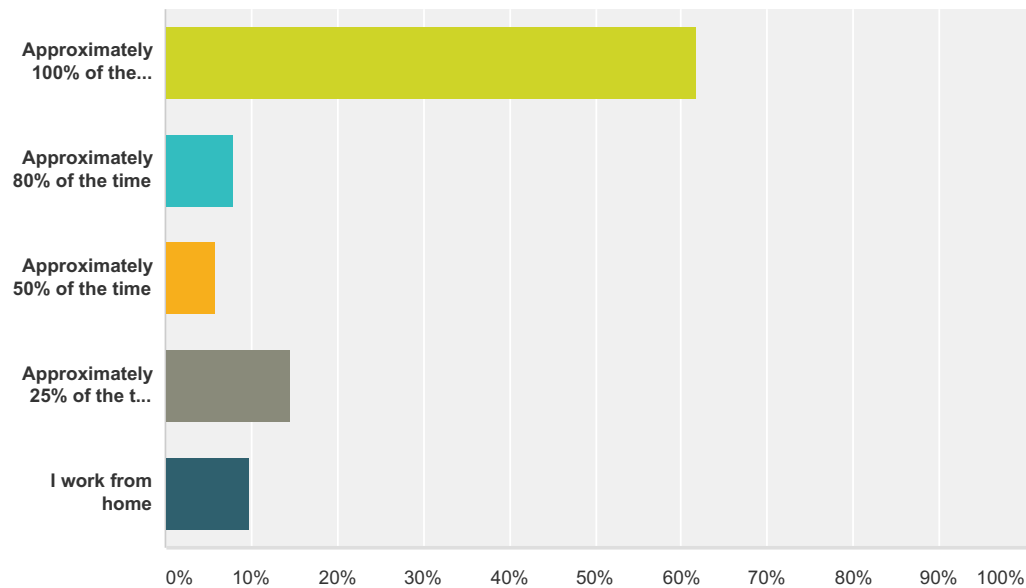
Answer Choices	Responses	
Approximately 100% of the time	**61.77%**	181
Approximately 80% of the time	**7.85%**	23
Approximately 50% of the time	**5.80%**	17
Approximately 25% of the time or less	**14.68%**	43
I work from home	**9.90%**	29
Total		**293**

Q37 When I go to a restaurant, I drive...

Answered: 293   Skipped: 0
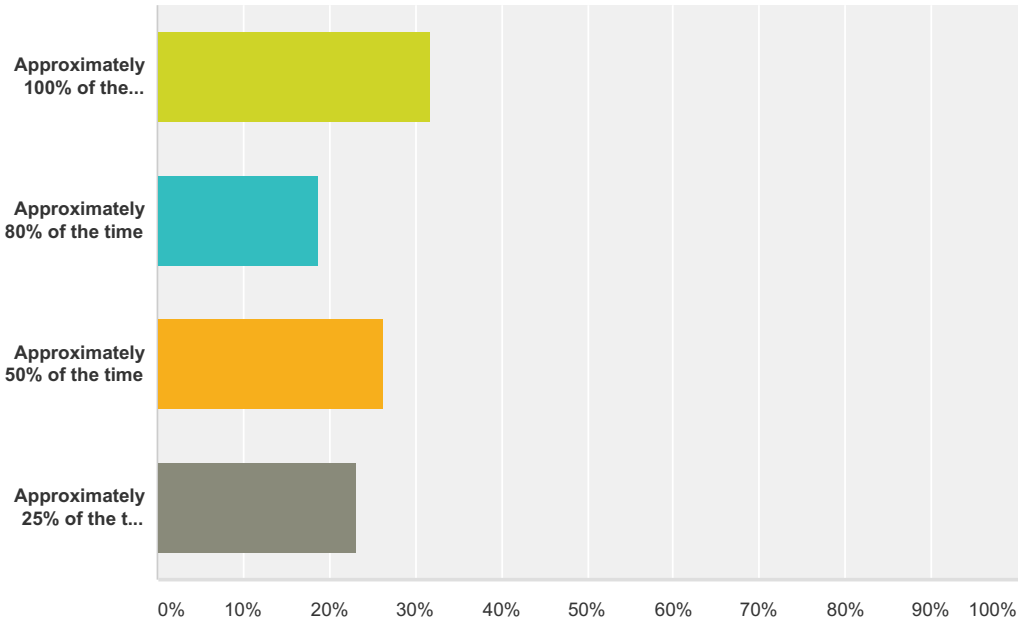
Answer Choices	Responses	
Approximately 100% of the time	**31.74%**	93
Approximately 80% of the time	**18.77%**	55
Approximately 50% of the time	**26.28%**	77
Approximately 25% of the time or less	**23.21%**	68
Total		**293**

Q38 When I go grocery shopping, I drive...

Answered: 293   Skipped: 0
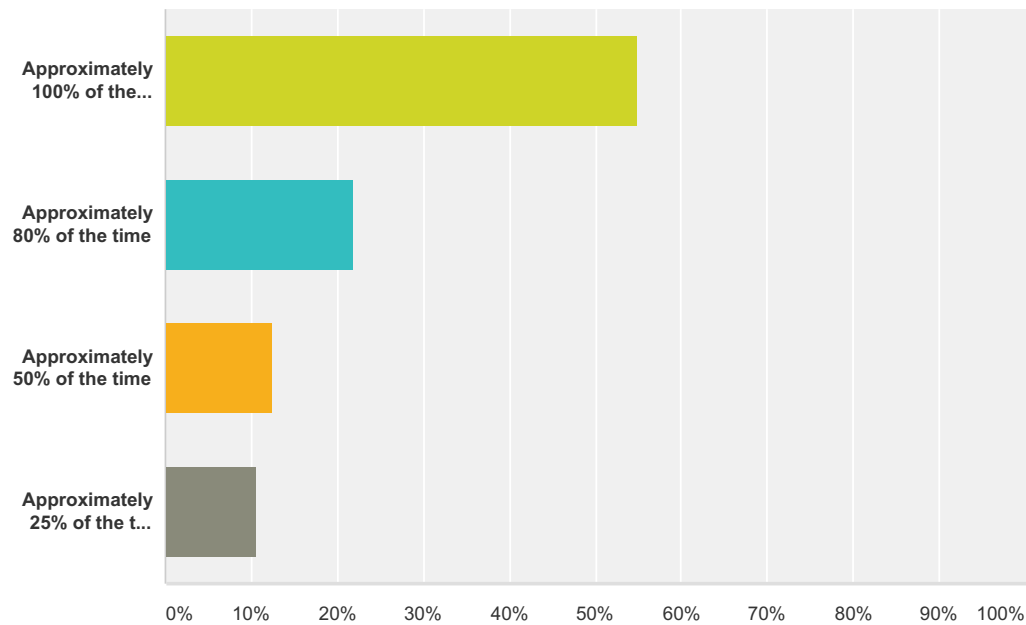
Answer Choices	Responses	
Approximately 100% of the time	**54.95%**	161
Approximately 80% of the time	**21.84%**	64
Approximately 50% of the time	**12.63%**	37
Approximately 25% of the time or less	**10.58%**	31
Total		**293**

Q39 Which of the following alternative transportation methods do you use most often?

Answered: 293   Skipped: 0
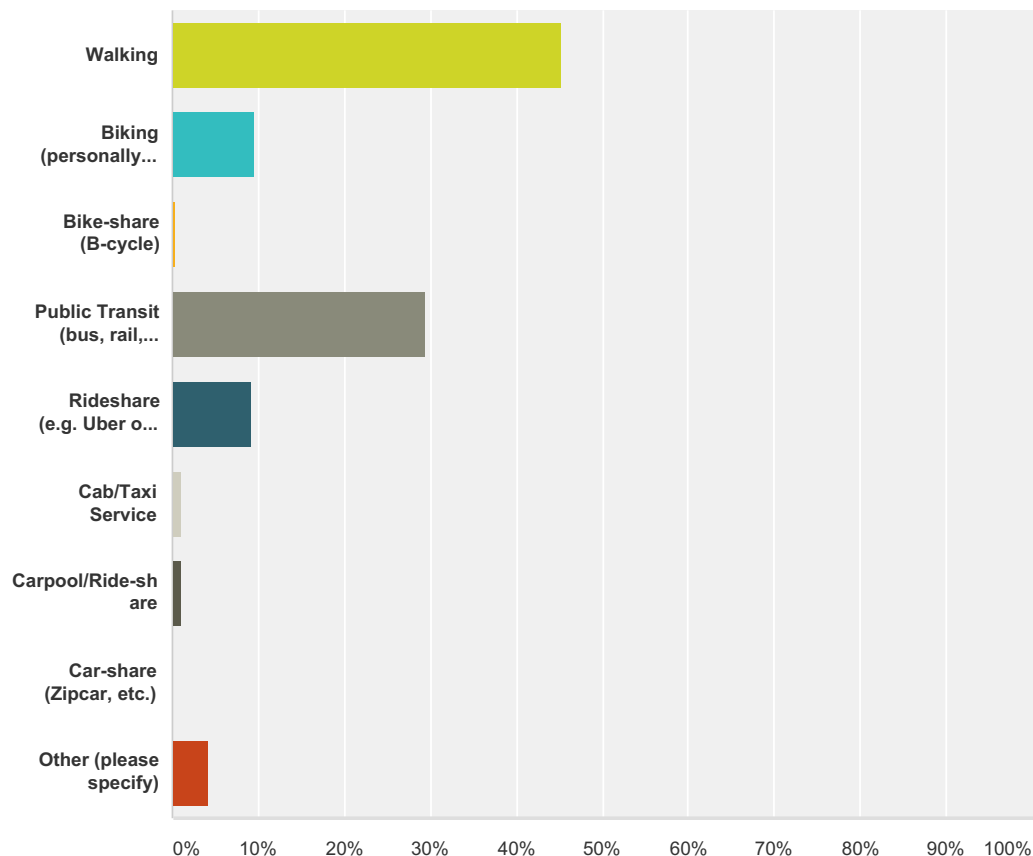
Answer Choices	Responses	
Walking	**45.39%**	133
Biking (personally owned bicycle)	**9.56%**	28
Bike-share (B-cycle)	**0.34%**	1
Public Transit (bus, rail, etc.)	**29.35%**	86
Rideshare (e.g. Uber or Lyft)	**9.22%**	27
Cab/Taxi Service	**1.02%**	3
Carpool/Ride-share	**1.02%**	3
Car-share (Zipcar, etc.)	**0.00%**	0
Other (please specify)	**4.10%**	12
Total		**293**

Q40 Which of the following alternative transportation methods do you enjoy using most?

Answered: 293 Skipped: 0
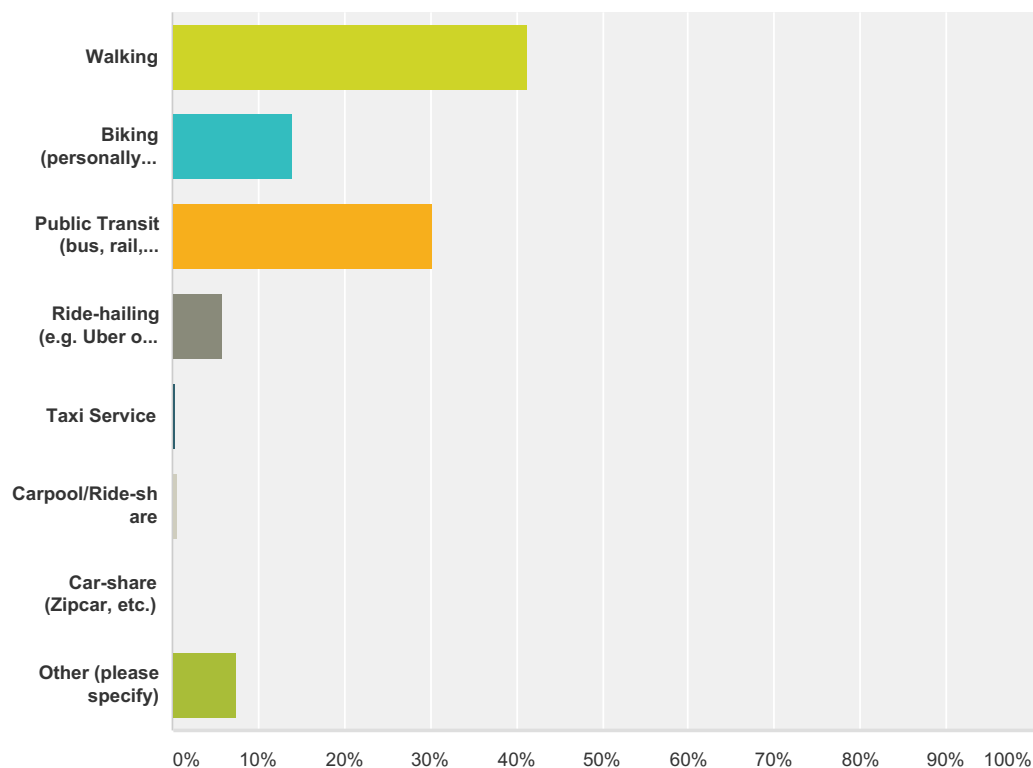
Answer Choices	Responses	
Walking	**41.30%**	121
Biking (personally owned bicycle)	**13.99%**	41
Public Transit (bus, rail, etc.)	**30.38%**	89
Ride-hailing (e.g. Uber or Lyft)	**5.80%**	17
Taxi Service	**0.34%**	1
Carpool/Ride-share	**0.68%**	2
Car-share (Zipcar, etc.)	**0.00%**	0
Other (please specify)	**7.51%**	22
Total		**293**

Q41 If better (more convenient, frequent, and/or reliable) alternative transportation options were available, how likely is it that you would drive yourself less frequently?
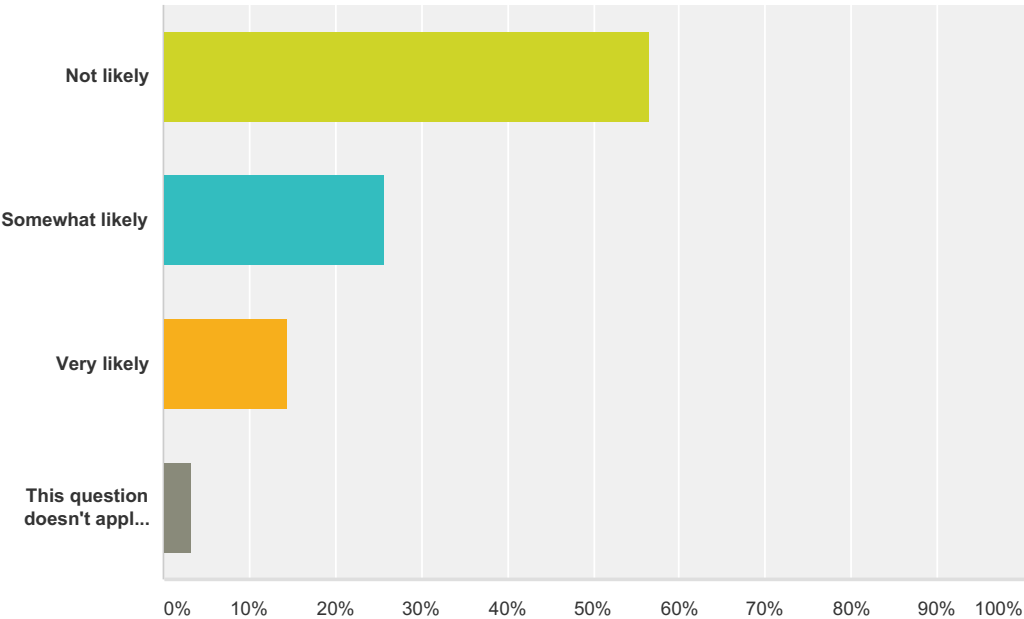
Answered: 293   Skipped: 0
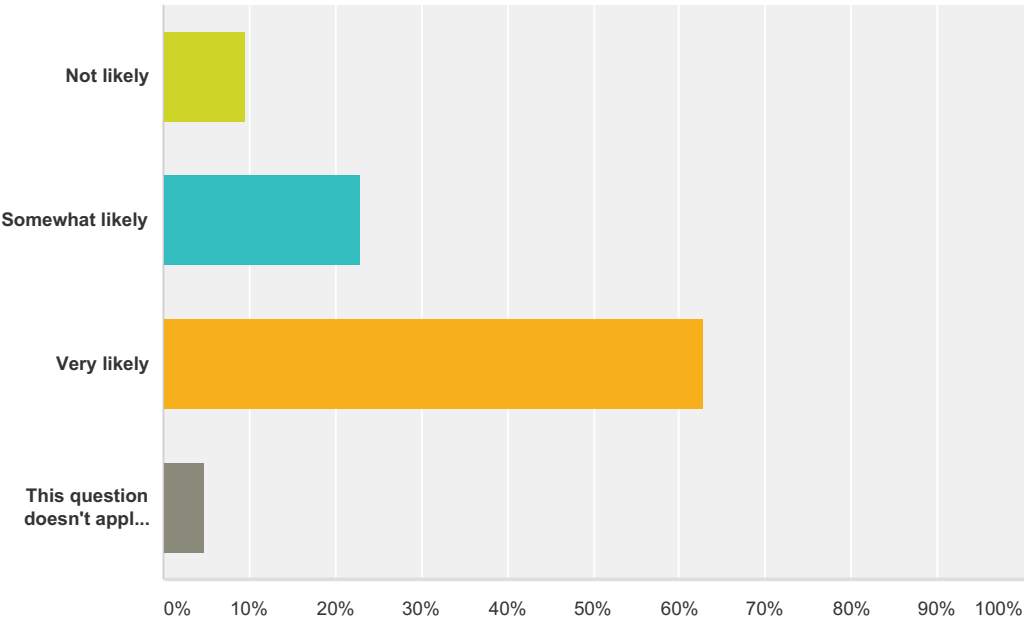
Answer Choices	Responses	
Not likely	**9.56%**	28
Somewhat likely	**22.87%**	67
Very likely	**62.80%**	184
This question doesn't apply to me	**4.78%**	14
Total		**293**

Q42 If better (more convenient, frequent, and/or reliable) alternative transportation options were available, how likely is it that you would give up your car?

Answered: 293   Skipped: 0

Answer Choices	Responses	
Not likely	**56.66%**	166
Somewhat likely	**25.60%**	75
Very likely	**14.33%**	42
This question doesn't apply to me (I do not own a car)	**3.41%**	10
Total		**293**